

Message Text

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PAGE 01 STATE 195457

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INFO OCT-01 NEA-03 ISO-00 /004 R

66011

DRAFTED: COMMERCE: BRAUN

APPROVED: NEA/EGY: NEWBERRY

----- 035021

R 061700Z AUG 76

FM SECSTATE WASHDC

TO AMEMBASSY ATHENS

UNCLAS STATE 195457

FOR RTDO

FOLLOWING REPEAT CAIRO 10467 ACTION SECSTATE USDOC 04 AUG 76

QUOTE UNCLAS CAIRO 10467

E.O. 11652: N/A

TAGS: BEXP, FG

SUBJECT: CAIRO INTERNATIONAL FAIR, MARCH 7-21, 1977

1. EMBASSY RECENTLY RECEIVED OFFICIAL NOTIFICATION FROM GENERAL ORGANIZATION FOR INTERNATIONAL EXHIBITIONS AND FAIRS THAT THE CATRO INTERNATIONAL FAIR WOULD BE HELD MARCH 7-21, 1977. BASED ON PREVIOUS US PARTICIPATION IN 1975 AND 1976 FAIRS, THE PLANNING COMMITTEE HAS TENTATIVELY RESERVED 680 SQUARE METERS OF SPACE FOR US DISPLAYS. PLEASE ADVISE ASAP IF USG WILL SPONSOR US COMMERCIAL PARTICIPATION IN SUBJECT EVENT AS DISPLAY SPACE RESERVATIONS MUST BE CONFIRMED BY SEPTEMBER 1.

2. EMBASSY BELIEVES USG PARTICIPATION IN FAIR HAS BEEN HIGHLY EFFECTIVE METHOD OF PROMOTING US GOODS AND SERVICES IN LARGE EGYPTIAN AND MID-EAST MARKETS. OF CONSIDERABLE ADDITIONAL IMPORTANCE, IT ALSO SERVES TO DEMONSTRATE OUR CONTINUED INTEREST IN AND SUPPORT FOR GOF ON POLITICAL LEVEL. THEREFORE, ASSUM-
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ING POSITIVE DECISION TO TAKE PART, WE URGE USDOC INITIATE

NECESSARY ACTION TO PROMOTE SUBJECT EVENT AND IDENTIFY US
FIRM PARTICIPANTS.

3. LAST YEAR'S EXHIBITION REQUIRED 980 SQUARE METERS OUTDOOR
DISPLAY SPACE FOR HEAVY EQUIPMENT, 760 SQUARE METERS OF INDOOR
SPACE. DEPENDING ON USDOC'S ESTIMATE OF PARTICIPANT LEVEL,
WE SHOULD RESERVE ANY ADDITIONAL SPACE AT THE TIME WE CONFIRM
INITIAL RESERVATION.

4. EMBASSY POUCHING COPY OF OFFICIAL NOTE AND THAT OF EXHIBI-
TION AREA WITH DISPLAY SPACE MARKED FOR USDOC INFO.
EILTS

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Message Attributes

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Disposition Approved on Date:
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Margaret P. Grafeld
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